

# West East Travel



## The opportunity

Kevin Huynh is a man with plan. As managing director of London based South East Asia specialist WestEast Travel, he's been quick to embrace technology to help meet the demands of today's consumers who want to interact with companies on their own terms and using a variety of channels – offline, online and mobile. He also sees the adoption of new, customer-friendly technologies as an opportunity to ensure his business stands out from the crowd. As an early adopter of both eCommerce and mobile channels it's helped him move beyond a traditional 'bricks and mortar' travel business and reach his customers on their terms; to respond to their needs as quickly as possible and through their channel of choice.

The WestEast Travel website had been live for over 10 years but they were keen to offer their customers more choice, personalisation and an overall better booking experience. And for the company to increase look to book ratios, expand their sub-agent network and improve back office efficiencies.



## The solution

**Amadeus e-Power** is the out of the box eCommerce tool WestEast Travel chose to take their website to the next level. The online booking solution is ready-to-use and combines excellent integration capabilities, letting your customer's create their dream trip from the airline, hotel, car rental or excursion that's right for them. It also enables up-selling, itinerary management and self-service features to get you even closer to your customers.

**Amadeus e-Power Consolidator** was the final piece of the digital jigsaw. It allowed Kevin to extend his reach further and equip a network of sub-agents to help distribute his product and extend its reach in the market. e-Power Consolidator lets you manage your affiliates on your terms. Easy to use revenue management features put you in charge of mission control with the ability to choose who sees what, as well as setting mark-up and service fee levels to suit your business needs and market conditions. Specific business logics can be defined per agency and you can take the right decisions and adapt your strategy thanks to accurate reporting.

*"Amadeus made it easy for us right from the start: from presenting the solution in a simple and easy-to-understand way, right through to development and on to launch. It has been a seamless and pain-free experience."*

*Kevin Huynh, Managing Director, West East Travel*

## True Stories of Transformation

### eCommerce solutions that won't tie you up in knots

Selling online doesn't need to be left to the online travel giants or specialists. It can be a lot easier than you might think. Here's how WestEast Travel boosted their online capabilities to the benefit of both their customers and network of sub-agents.